



Privacy Policy

This privacy policy sets out how The Guzheng Studio uses and protects any information that you give The Guzheng Studio when you use this website.

The Guzheng Studio is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

The Guzheng Studio may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

What we collect

We collect the following information when you first book into a trial lesson, 1 to 1 private or small group classes at The Guzheng Studio.

- Name, phone number, email address and payment details
- In order to process credit or debit card transactions it may be necessary for the bank or card processing agency to verify your personal details for authorisation outside the European Economic Area (EEA). Such information will not be transferred out of the EEA for any other purpose.
- Other information relevant to customer surveys and/or offers

What we do with the information we gather

Any personal information we collect from you will be used in accordance with the General Data Protection Regulation (GDPR) May 2018.

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To register you for lessons and process payments.
- To keep a record of your attendance
- To communicate by email with you. These email communications include booking confirmations, receipts for your purchases, reminders about upcoming lessons you have secured etc. For package bookings, we may also contact you when your package is coming up for expiry and what to do next, as well as to inform you of any changes to your regular lessons.
- We may periodically send promotional emails about new services, special offers or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may use the information to customise the website according to your interests

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.



How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Data aggregation, analytics and profile creation

We may analyse your browsing behaviour to draw inferences and create profiles about your personal preferences and behaviours. We may then use such information for behavioural advertising and cross platform targeting.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you within one month under the Data Protection Act 1998. If you would like a copy of the information held on you please write to us.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us. We will promptly correct any information found to be incorrect.

You also have the right to request the removal of any information that we hold about you.

Links to other websites

Our website may contain links to other websites of interest. This privacy policy only covers this website. Any other websites which may be linked to by our website are subject to their own policy, which may differ from ours.